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ABSTRACT

The program presents the mission of the District of Columbia Public Library, its services and program offered, defines the goals of the Library and outlines current and projected Library tasks, including an assessment of priorities. The Five-Year Plan of Action includes, in addition to objectives and organization of implementation, also measures of evaluation and dissemination of information, as well as provisions for funding and criteria for allocating funds under the Library Services and Construction Act. (Other State Plans are: LI003985 through 003993, LI003995 through 004004, LI004027 through 004035, LI004038 through 004046, LI004089 through 004094, and LI004113) (Author/NH)

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LONG-RANGE PROGRAM

for the

Library Services and Construction Act

June 1972

District of Columbia Public Library

LI 004 112

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Map of the District of Columbia Public Library System

1970 Poverty Areas in the District of Columbia

Community Information and Referral Service of the District of Columbia Public Library

District of Columbia Public Library
Washington, D.C.

June 1972

LONG-RANGE PLAN

I. General Statement of Purpose

This Long-Range Plan was developed by the District of Columbia Public Library in consultation with the State Advisory Council, Ohio State University Evaluation Center, and Miss Evelyn Day Mullen, Senior Program Officer, Libraries and Educational Technology, Region III, Office of Education, U.S. Department of Health, Education and Welfare, participated in the development of the Program, reviewing its original draft and making an invaluable contribution through her comments and advice.

The purpose of this Long-Range Program is to provide the necessary basis for funding under the Library Services and Construction Act, as required by the law and by the pertinent rules and regulations of the Federal and the District of Columbia Governments. In order to achieve this, the Program presents the mission of the District of Columbia Public Library, its services and program offered, defines the goals of the Library and outlines current and projected Library tasks, including an assesment of priorities. The Five-Year Plan of Action includes, in addition to objectives and organization of implementation, also measures of evaluation and dissemination of information, as well as provisions for funding and criteria for allocating funds under the Library Services and Construction Act.

II. Mission of the District of Columbia Public Library

The Public Library of the District of Columbia was created by an Act of Congress as a supplement to the public educational system of the District. Accordingly, it assists public, parochial, and private grade school, high school, and college students in their formal education by making available books, periodicals, and other materials needed in connection with their school work and also for extra-curricular reading.

The Public Library furnishes the books needed for the continuing education of those whose formal education is over. It also serves the municipal offices and departments; Federal and local institutions; educational, health, and welfare agencies; social groups, churches, business enterprises; labor organizations; clubs, and civic organizations. Reference, advisory, research and bibliographic assistance is provided on all these levels. Recreational reading is available for everyone. These services may be summed up by the following public library objectives: (1) informal education, (2) information, (3) reference and research, (4) cultural enrichment, and (5) recreational reading.

The above description of the mission of the D.C. Public Library is derived from the Library's Organic Act (originally adopted on June 3, 1896, and amended on April 1, 1926) and from the Library's actual practice in offering library services to its public throughout its history as a free public library. While

maintaining its obligation to the individuals who already come for educational and research purposes, the Library as a social agency is also undergoing a change as to its mission, i.e., the inclusion of a variety of new services aimed primarily at those who now are not being served adequately or at all, such as the socio-economically and culturally deprived, the physically handicapped, and present non-users of all kinds. It is, above all, in order to achieve this new, or redefined, mission that the Library (a) introduces new services, projects and programs; (b) uses new and modern techniques and approaches; and (c) systematically evaluates and improves the existing services and procedures.

The poverty areas in the District of Columbia are defined in the attached report prepared by the D.C. Department of Human Resources. The needs of the people of the entire District of Columbia for library services are being constantly gathered and evaluated by the branch librarians of the Library's 19 branches located throughout the City. A special role in establishing these needs is played by the Service Area Committees (SAC).

The SAC system was established by the Mayor-Commissioner on April 20, 1970. The city is divided into nine service areas. In each, a Service Area Committee has been established in order to assist the Mayor and the District departments, agencies and offices in improving service delivery through increased inter-agency information exchange, closer coordination of operations and planning,

and direct community input resulting in quicker and effective response to community needs. There is also a central Community Services Advisory Committee with representatives from each District agency, which provides an additional dimension for the exchange of information and coordination of programs. All of these Committees meet regularly. The Library is represented in all of them, in most cases by branch librarians from the same service area.

In the area of service to institutions and the physicially handicapped, the Library has hired two librarians for work with institutions (one for adult work, one for children) and is now in the process of hiring one to work with the physically handicapped. This was done with LSCA funds received for Fiscal Year 1972. These librarians are conducting studies and working closely with the appropriate institutions and organizations to determine the needs and develop appropriate programs and services for the residents of the District that fall into these categories. The objective of these studies is to determine the Library's service in this area in the years to come.

For the first time, the Library participation in Library Services and Construction Act Programs for service to institutions and the physically handicapped is in itself a part of the change and further redefinition of the Library's mission.

The resources and services of the D.C. Public Library should be considered from the viewpoint of library cooperation, above all in the context of the libraries in the fields of elementary, secondary, and higher education existing in the District of Columbia.

The libraries and library personnel available to the students of elementary and secondary schools in the District (public and parochial) are at this moment still very much inadequate, and very far from the requirement of the existing standards, which ask for 25 books per student, in spite of the efforts by the school systems to improve the situation. This increases the dependence of many elementary and secondary students on the resources of the Public Library.

District of Columbia is the seat of five major universities and a number of other institutions of higher education. None of them, however, has very considerable library resources (two million or more books); the Catholic University has 850,000 volumes, Howard University 635,000, George Washington University 525,000, Georgetown University 430,000, American University approximately 400,000. Other institutions have much smaller libraries -- Trinity College 120,000, Gallaudet College 125,000, D.C. Teachers 100,000, Washington Technical Institute, 10,000, etc. The Federal City College has a collection that is currently only in the stage of initial

growth and development. The Consortium of Universities, whose members are American University, Catholic University of America, George Washington University, Georgetown University, and Howard University, estimates their total collections at 3,200,000 cataloged items (and Federal City College has been invited to join). The four associate libraries of the Consortium (Gallaudet College, D.C. Teachers College, Trinity College, and Dunbarton College) contribute another 400,000 items. The student body of the five universities (approximately 55,000, 12,000 of whom are graduate students) makes great demands (as shown by a study of the U.S. Office of Education of Howard University libraries and a self-study at Georgetown University), on the Federal, special, and public libraries in the City of Washington, D.C. According to the Library Coordinator of the Consortium, the needs of these libraries include higher allocations and both quantitatively and qualitatively improved collections, improvement of facilities (some of these being currently under construction or in the planning stage), better understanding of users, identification of resources, addition of subject specialists to the staff, and technical innovations such as automation, teletype connections, etc. The Consortium is affiliated with the New England Library and Information Network (NELINET), etc.

Inclusion of both school and college/university libraries in Title III - Interlibrary Cooperation would add substantially to the overall quality of the library service in the District of Columbia.

III. Services and Programs Offered

a. Population Served:

The public service activities instrumental in implementing the mission of the District of Columbia Public Library are carried out through the Central Library; 19 branch libraries and the Extension Department, which includes three bookmobiles, and service to institutions. Material resources of the Library include, most notably, buildings and collections. The new $18 million Martin Luther King Memorial Library building, fully completed this year, is to house the Central Library and the Library headquarters;[1] 18 major branch libraries are housed in their own buildings; one satellite branch (Langston) is located in a housing development (see the attached map showing the existing network of the Library public service agencies). One new branch building (Shaw) is under construction, and site acquisition for another (Deanewood) was approved in the 1972 budget. The Library has been pursuing its long-range building programs, with the ultimate goal of providing a branch library for each community of approximately 20,000 to 25,000 people. The Library also has three bookmobiles, used to reach the users in parts of the City not sufficiently covered by the Library's public service network. The Model Cities Program of library service has four

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[1] The need for the new Library building was the subject of a detailed study by the firm of Booz, Allen, and Hamilton, management consultants (Booz, Allen, & Hamilton, A Study of Central Library Facilities in the District of Columbia; Washington, D.C.: The National Capital Downtown Committee, 1961). This study produced recommendations that were fully reflected in the actual construction of the Martin Luther King Memorial Library.

rented community ("storefront") libraries and two bookmobiles. The Library collections included at the end of fiscal year 1971:

Books (volumes, including bound periodicals and newspapers):

Adult	1,245,631
Juvenile	858,564
Total	2,104,195
Microfilm reels	19,831
Microprint, Microcard and Microfiche cards	28,918
Recordings (number of discs)	45,831
Mounted pictures	204,242
Framed prints and posters	1,624
Films:	
Prints	1,846
Titles	1,662
Filmstrips:	
Prints	1,303
Titles	1,087

Human resources of the Library consist of 585 authorized positions, one per 1,293 inhabitants of the District. It is felt that a gap exists between resources currently available and the immediate needs for additional resources in library materials, personnel, and public service outlets. It may well be estimated that, at best, only between 60 to 65 percent of the City population have adequate access, by accepted contemporary standards, to a public library outlet. At best one half of that number can be said to make use of Library's services.

Under the Organic Act, all permanent or temporary residents of the District of Columbia are entitled to the privileges of the Library and the use of all materials, subject to such rules

and regulations as may be lawfully established. Persons living outside the District, but having regular business or employment or attending school in the District, are deemed temporary residents. Other persons residing in counties of the states Maryland and Virginia adjacent to the District may gain the privilege of withdrawing books from the Library by the payment of a fee fixed by the Board of Library Trustees. (It is important to note that the population of suburban counties continues to grow at a very fast pace - from 1,044,467 in 1960 to 1,724,979 in 1970).

The law thus establishes free borrowing privileges for the population of the District plus those non-residents of the District working in the District, totalling 277,000 (1968), to which figures for students going to school in the District (but residing elsewhere) and for residents of adjacent counties paying by choice the fee fixed by the Board of Library Trustees should be added. (However, these figures are not available). Full borrowing privileges of the Library are thus available to well in excess of one million individuals. Library services, other than borrowing books and other library materials, are free and open to all who come in person or call by telephone from anywhere within the metropolitan area with its total population of 2,800,000.

The District of Columbia Public Library is a member of the Librarians' Technical Committee of the metropolitan Council of

Governments, and the members of the Library staff serve on several of its subcommittees.

In terms of numbers involved, the population of the District has not significantly changed during the decade of the sixties. (The population of the District according to the 1960 census was 763,956, and according to the 1970 census 756,510). However, there has been strong change in its racial composition with a nonwhite population in 1960 of 54.8% which increased to 72.3% in 1970. The white population decreased by 136,000, and the nonwhite population increased by 129,000. Socio-economic characteristics of the District have also changed. There have also been strong shifts of population to the area east of Anacostia River (about 32,000 new inhabitants since 1960). The rapid increase in the Black population of the District is explained (other than the natural increase) by a strong immigration, during the sixties, of poor rural Blacks from the South.

All these shifts significantly contribute to problems coming under the Library Services and Construction Act (PL 91-600 Sec. 102).

IV. Goals - (Task Environment)

The shift in the composition of the population primarily served (involving the loss of large numbers of "traditional" users -- a white, middle-class, relatively well-to-do population) and its replacement with, largely, non-users of the Library (or at least non-users of traditionally offered library service) typical for large urban communities in the sixties and seventies have contributed to the change in attitudes of the community, and of the people in general, toward the Library and its services.

A study of the low income areas in the District of Columbia by the U.S. Bureau of the Census[2] showed a total population of 249,468 (224,829 of them Black), with a median income of $6,165 for full-time workers ($6,078 for full-time Black earners), with 11,925 out of 76,608 tabulated families receiving welfare or public assistance. The median family income in this low-income area was shown to be $6,585, as compared with the median family income for all District residents of $9,583 ($8,497 for Blacks, and $14,940 for whites). Individuals and families with socio-economic characteristics similar to those found in low-income areas are also found in most other areas of the District. Identifying human resources now unused and wasted -- mothers and children on welfare, the unemployed (the unemployment rate for the inner city is set at 4.8

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[2] "Low Income Job Study," Philip M. Kadis. Evening Star, April 12, 1972, p. D-9 (See attachment)

percent in Washington, D.C.), the school dropouts, those untrained for jobs and/or functionally illiterate, those holding the lowest paying and unstable jobs, the home-bound and physically handicapped etc.--is, or should be, translated into individual Library programs, relevant to the solutions of problems of those individuals through information, referral to the appropriate departments and agencies of the government, and self-development. The general goal is to achieve desirable socio-economic change in the District of Columbia. The realization of this goal is closely tied with the expectations of the community.

Generally, the expectations of the community are for (a) a much more active attitude of the Library in searching for, attracting and serving the present non-user; (b) more provision for information and referral of the user with problems concerning welfare, legal aid, health, etc., to the proper agencies;[3] (c) more emphasis on

[3]The District of Columbia Public Library has been performing increasingly, although informally, information and referral services to its public. In February 1972, the Library established its Community Information and Referral Service, as a special service both at the Central Library and at the branch libraries. The attached Administrative Order #228 of February 29, 1972, presents the philosophy, goals and guiding principles of the service; its procedures are developed in the Procedural Order CAS #44 of March 1, 1972, also attached. The founding of the Community Information and Referral Service responds to a strong demand from the community; its purpose is to provide reliable information to the public in important practical areas of urban life, such as employment opportunities, emergency assistance resources, housing matters, legal aid, health problems, consumer protection, etc., referring the Library user to the pertinent government agencies or other sources of help, whenever indicated. The intent of the Service is to benefit especially the disadvantaged, the socio-economically and culturally deprived, and the handicapped, as well as the general user of the Library. At present, the Community Information and Referral Service is being carried out with existing manpower and funds. It is hoped, however, that supplementary resources can be secured (in addition to the LSCA funds, which will be used for library materials to support the Service), so that it can be expanded. The expansion and further development of this service will greatly contribute to improving the role of the Library as a community center.

media, and whole programs specially aimed at the underprivileged;[4] and (d) increased role of public service agencies of the Library as community centers. To these should be added the ever-increasing need for cooperation with the District of Columbia Government as a whole, and with its individual agencies, and the resulting demand for more service to institutions, adult and juvenile.

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[4] According to a recent study ("Mass Communication and the Urban Poor", Greenberg and Dervin, Public Opinion Quarterly, Summer, 1970), the poor are much less oriented toward print media than the general population, and they are much more likely to seek information first from people they trust, and second from television or other visual media.

The success of film programs conducted by the Public Library, and the rapid growth of its Film Division, indicate the preference many people have for visual media. The lively discussion which follow film presentations indicate that the films have successfully conveyed information, stimulated thought, and generally done for many viewers what books do for others.

If a major function of the Public Library is to provide information, informal education, and cultural enrichment, it must naturally choose the media which can best accomplish those purposes. For many people in Washington this will mean media other than print.

Through its community video approach, the Library hopes to make much greater use of television either through educational programs on broadcast television (e.g., election eve candidate forums), locally produced videotapes (e.g., an important meeting in the Model Neighborhood which can be replayed for later viewings in the community), library programs on videotape (the best storytellers could be available in all branches), and eventually the Library will be able to communicate its riches by means of cable television.

The Service Area Committee System--as already explained--provides a very important channel for community input (in addition to its role in coordinating the activities of service-delivering departments and agencies). Library participation in the System gives the Library an invaluable opportunity to identify and assess the needs for particular services and programs of library service in the given city area. The Service Area Committees can therefore be described as a primary source of needs identification.

The Model Cities Advisory Board provides the Library, through the Library-administered Model Cities Program of library service, with special insights into the needs of the generally disadvantaged Model City area.

The Board of Library Trustees, as the Library's policy-making body, is by definition representative of the community and its needs; as such, it sets the Library's goals and objectives within the wider context of these needs.

In addition, the Board of Trustees, as a rule, holds meetings open to the public; such meetings give the community a forum in which to express to the board its demands, needs, and expectation in a direct form.

The District of Columbia Advisory Council on Libraries (corresponding to the State Advisory Councils on Libraries) provides an additional dimension to the whole program by introducing new ideas, points of view, and proposals for change in emphasis and/or direction in the Library plans.

V. Current and Projected Library Tasks

A comparison between the present needs (or rather demands) of Library users and non-users and projected needs shows a large gap between the potential and actual demand ("need") of both the users and non-users. Library service is a field where supply creates demand: the availability of a type of service goes a long way toward attracting and identifying those in need of it. Conversely, non-availability of a type of service, especially over a prolonged period of time, loses whole categories of users to the Library. The many "non-users" among the potential users of the Library (on both sides of the socio-economic spectrum) have been reasonably well identified. This is where a change of program is indicated in order to close the gaps and to make it possible for the Library to pursue a new mission. Basic here is the adaptation and coordination of program goals with goals set by the Government of the District of Columbia, so that the program goals include--among other things--programs in job education, consumer protection, environmental improvement, health information, prevention of crime and drug abuse, service to the home-bound and physically handicapped, expansion of the service of sending books by mail, development of an information and referral service,

of the multi-media approach in subject coverage, etc.[5] The Library's commitment to the concepts such as the Service Area Committees (see pages 2-3 and 14 above) should also find full expression in program goals. In terms of change of societal orientation and impact, this involves movement not only from a narrow "middle ground" coverage toward the needs of the disadvantaged present non-user, but also toward the strengthening of the Library's role as a resource for the person with specialized interest having no access to the academic or special libraries in the area. This change of goals requires substantially larger investments of money and effort.

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[5]Demands for these kinds of programs differ widely. Probably the greatest demand we meet is in the area of job education and drug abuse education. Our drug education programs have been very popular, as has our "Job Seekers" program. The demand for our films and reading lists on drugs also indicates the demand. Very recently, the Library has received a request from the Interagency Staff Committee on Children and Youth to help provide programs to prepare young people for employment. Unfortunately, the existing staffing problems make the outlook for this, and other similar programs,doubtful. The Library has vocational materials available, but a shortage of staff is preventing their full utilization.

The demand for consumer information is greatest in the more affluent parts of the city. The same is true for environmental information in the popular sense of eliminating air and water pollution. On the other hand, there is a strong demand in the less affluent parts of the city for environmental information on problems like rats, poor trash pickup, etc.

The response to our Sickle Cell Disease information program is a clear confirmation of a strong popular demand for health information.

Big city conditions and the longer life expectancy are increasing the number of home-bound people, often old or bedridden, for whom the Library books may be one of the few avenues of communications with the world at large. Similarly, for the handicapped the services of the Library may open prospects of rehabilitation and retraining, in addition to the usual benefits provided by books and library materials.

a. Gaps:

Gaps are ultimately reduced to the problem of adequate funding. While needs (and legitimate demands) are growing, funds needed to satisfy them have been, at best, stagnating, or eroded through rise of prices. How is it possible for the Library to react adequately to new needs for environmental improvement, service to Halfway Houses,[6] increase of services for the Spanish-speaking population among the underprivileged, etc., without a corresponding increase in funds available to the Library. A similar sharp contradiction exists between the market of library materials, offering a rapidly increasing number of books, pamphlets, magazines, records, sound and video tapes, film slides, microfilsm, etc., tailored to the needs to be served on one side, and the stagnation in book funds available to the Library, on the other. Finally, the existing repetitive patterns in the Library's budget (allowing, as a rule, mostly for "mandatory" increases) are in themselves conducive to preservation of unsatisfactory types of service and to absence of innovation and change.

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[6]Hundreds of men, those who have demonstrated a strong desire for self-improvement, reside in Halfway Houses in preparation for full return to the community. It is obviously important, and relevant to their goals, for them to be made aware of the many ways in which the Public Library can help them. However, the Library has not had sufficient staff to give the Halfway Houses anything near the kind of coverage tnat is desirable and necessary.

b. Existing services and delivery systems:

The existing services and delivery systems (i.e., techniques for reaching the Library patrons) can be described as less than adequate, limited in their impact, and not sufficiently equipped to reach full results. The inadequacies are basically the consequence of a network lacking appropriate outlets in the areas where most of the disadvantaged are concentrated. The limitations in impact are resulting from a staffing pattern in the branches allowing for minimum information desk coverage and for tasks connected with administrative and clerical aspects of the branch work and not for additional manpower needed to reach and fully serve the potential user. Finally, not enough library materials in general (and especially not enough crucial materials in media other than books and pamphlets) can be bought with the funds available at this time. What is required, in terms of long-range planning, in order to make the Library services and delivery systems adequate are, above all: establishing and using a network of community ("storefront") libraries as outlets for the use of techniques to reach, attract and serve the potential user; adding additional staff to serve (a) as community aides at the branch libraries concentrating on a variety of outreach techniques; and (b) as information and referral

librarians at the branches and at the Central Library.

In this context, it is necessary to note that the Library has made, within the means available, a very strong effort to improve the existing pattern of services and delivery systems and to prepare for further changes along the lines explained above. These efforts, involving, as they did, methods, contents, organization, personnel, schedules, facilities, budget, etc., have increased the capabilities of the Library to contribute to the achievement of specific outcomes in keeping with the LSCA program. So, for instance, methods in providing library service to areas and groups having inadequate library service through storefront libraries and bookmobiles have been thoroughly explored and developed, and so have services to the urban disadvantaged, to institutions and, to a lesser degree, to the handicapped. Contents of such services has been systematically improved by training of personnel, selection of materials, and introduction of the multi-media approach. Organizationally, changes include the restructuring the former Editorial, Exhibits, and Public Information Department into a greatly strengthened and reoriented Community Relations Department and by making evaluation, research, and development (or program analysis) a formal part of the administration structure. Personnel was trained, with Federal funding obtained by the Library under Title II,

Higher Education Act, at the University of Maryland Institute for the Retraining of Library Staff to Improve Information Service to the Disadvantaged, for the services to the disadvantaged. Better use of existing facilities, completion of the new Shaw Branch Library projected for early 1973, some relief brought by the opening of Model Cities community ("storefront") libraries and development of plans for additional storefront libraries are all part of an improving network of facilities to support adequately programs and projects involved.

c. Priorities:

The top priority needs to be served are projects and services directly benefiting not only the individual users, but the District as a whole. The direct socio-economic impact of the program should play a decisive role in determining priorities. Such impact could be illustrated by citing the examples of library services to the home-bound, the physically handicapped, to pre-schoolers, of disseminating information of birth control (the disturbing projection of illegitimate births reaching 50 per cent in the near future was made by a local agency) and venereal disease (in 1968, the City had an incidence of veneral disease of 1,871.2 per 100,000 population - 14,466 reported cases) to teenagers, providing materials helpful in entering Federal service, special

collections of library materials to serve non-English speaking population, (the Spanish-speaking community in the District is estimated at 70-75 thousand),[7] movie programs on Black history, to name but a few. It is necessary to have in mind that the District of Columbia Public Library is the only Library in the City of Washington open to all, and fully oriented toward the community at large and its needs and demands, rather than toward a more or less specialized segment of the reading public. A survey of resources to meet needs so varied and, in many cases, new for the accepted concepts of library service, appears to be absolutely necessary, if the optimum utilization existing resources and timely and economic-minded acquisition of additional resources are to be accomplished.

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[7] The demand for full services to the Spanish-speaking is evident in the many organizations and groups that have been formed, and in the appointment of the Mayor's special representative. It is especially important for the Library to inform the Spanish-speaking residents of its resources and services, because many of them come from a background where public libraries are completely unknown. The Library's emphasis must be on helping the Spanish-speaking find the information they need to cope with daily problems.

VI. Five-Year Program of Action

a. Objectives

The change of objectives involved in the 5-year plan presented above would include the following:

(1) Additional personnel in all categories to be trained, and--as needed--retrained by whatever suitable means, to meet the needs of the Program.

(2) A systematically increasing attention to audio-visual materials used for projects serving special interests of the disadvantaged, including those in institutions and those physically handicapped, (and increasing, from year to year, acquisition of such materials) as part of the Library's new multi-media approach in subject coverage.

(3) An increasing investment in new and more modern equipment to be used in projects indicated above;

(4) Use of travel in order to promote the goals of the Program, providing for staff attendance of conferences, meetings, seminars, workshops, etc., related to the Program.

(5) Increased use of personnel specializing in work with the disadvantaged;

(6) A development of the present service to institutions, adult, and juvenile, with both wider coverage and more intensive (in-depth) services;

(7) Making the service to the handicapped and the homebound a special segment of Library services, including availability of librarians specializing in such service;

(8) Introduce new responsibilities for periodic evaluation of the effectiveness of program and projects supported under the Act, such as:

(a) make the evaluation and program analysis of these programs and projects part of the regular duties of an Assistant to the Director of the Library;

(b) have an employee keep all the accounts pertaining to the LSCA, so that full budgetary analysis of costs and spending could be possible at all times;

(c) discuss evaluative report periodically with Advisory Council; follow up discussions by such changes in the program as necessary.

(9) Hire outside consultants, etc., to run training seminars, etc.

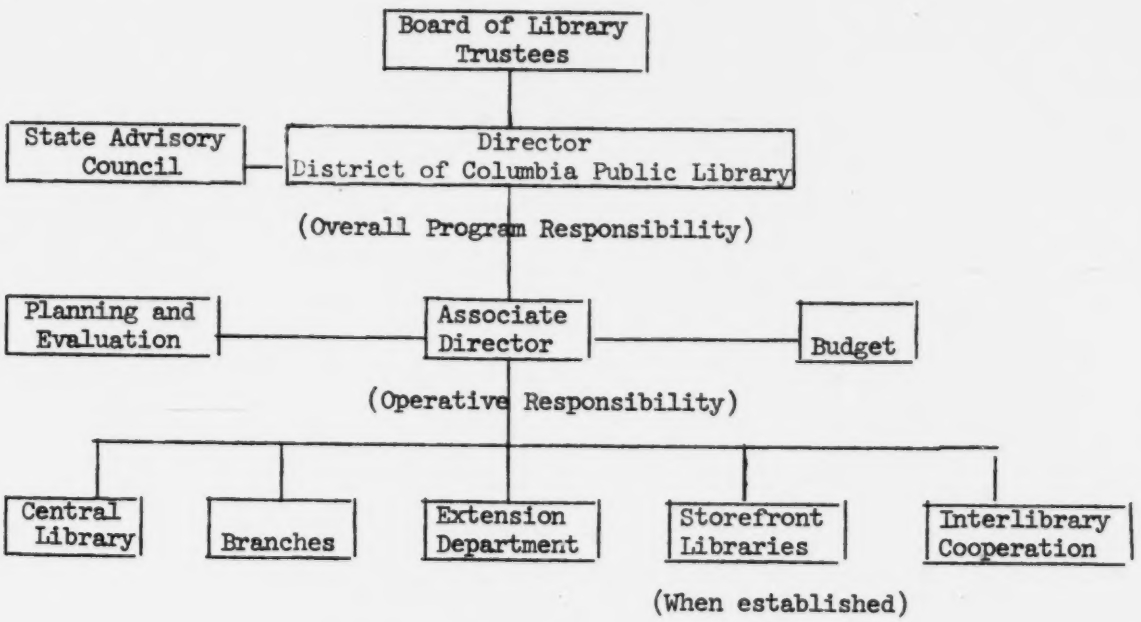
Resources, such as books and library materials, equipment, personnel, etc., acquired under LSCA will be for operational purposes fully integrated with those of the District of Columbia Public Library in general for optimum use.

b. Organization

Similarly, no separate services (type of activity) and/or delivery systems will be established or maintained with funds under the Act; the LSCA funds will support parts of Library programs primarily oriented toward the disadvantaged, including the institutionalized and physically handicapped.

The new organizational pattern is presented in the following organizational chart:

LSCA Program



The Director of the District of Columbia Public Library has the overall responsibility for the Library's whole program under the Library Services and Construction Act. In particular, he maintains all relationships concerning the implementation of the program with organizations and agencies of the Federal Government, with the State Advisory Council as well as with the Board of Library Trustees. It is by authority delegated by the Director, and subject to the approval by the latter of key policy decisions and documents involved, that the Associate Director is responsible for the operative, within-the-Library, implementation of the program. Two Assistants to the Director and the Head, Budget and Fiscal Department, for this purpose under the direction of the Associate Director, perform the functions of (a) planning, and (b) program analysis and evaluation. The Associate Director, two Assistants to the Director, and the Head, Budget and Fiscal Department constitute the Director's Collegium for the LSCA; other officials participate in the sessions of the Collegium as necessary.

c. Evaluation

Evaluations and program analyses will be conducted on a current basis and also after completion of significant segments of the program. System-wide procedures and indicators to be used in such evaluations and program analyses will be developed by an Assistant to the Director and approved by the Director. The

indicators will include basic statistical, accounting, budget and other data relevant to the proper execution of the established program. The techniques to be used may be: surveys, on-site investigations, discussion with staff members carrying out segments of the program, study of pertinent records, schedules, reports, plans, etc. Evaluative analysis should relate to program objectives and policies, work operations and projects, resource utilization, infra- and inter-program balances, progress achieved within given periods of time, etc. Conclusions and recommendations derived from evaluations and program analyses will have as its basic objective to assist the management of the program in assuring maximum efficiency, economy, and proper balances in both developing and executing the program.

d. Dissemination

Dissemination of evaluative reports and other pertinent information of LSCA supported projects and programs will take place in accordance with requirements of the law and other regulations concerning the LSCA program. All such information will be fully available to any interested person. To insure such availability, all information disseminated under the provisions of this plan will be available in all District of Columbia Public Library public service agencies -- the Central Library, the branch libraries, etc.

e. Funding

Funding of the Library program within the five-year plan is seen as coming from the annual Congressionally approved appropriation; LSCA funds, other funds under the Economic Opportunity Act, Demonstration Cities and Metropolitan Development Act (Model Cities), Higher Education Act, Emergency Employment Act etc., may be included in Library funding sources.

f. Criteria for allocating funds under the Act

Title I: Services

This is a state agency as well as an operating agency. The criterion for allocation of funds is based on assessment of needs as set forth in Sections II and V-C.

Construction of public library facilities is approved by the Board of Library Trustees, the Mayor-Commissioner, the City Council, and the U.S. Congress.

Title II: Construction

The District of Columbia Public Library can be expected to be the only agency applying for the construction of public library facilities in the District of Columbia under Title II of the Act. Therefore, criteria for local applications do not apply. The sums to be applied for in each particular fiscal year from 1973 through 1977 depend on the District of Columbia capital improvement program as approved by the U.S. Congress from year to year.

District of Columbia Public Library capital improvements projects are approved variously by D.C. Budget Office, Mayor/Commissioner, City Council, Capital Improvements Program Technical Advisory Committee, National Capital Planning Commission, House Subcommittee on D.C. Appropriations, Senate Subcommittee on D.C. Appropriations.

Title III: Interlibrary Cooperation

The metropolitan area, with a population of almost 3,000,000 (2,861,123 under the 1970 census), living under three states (including the District of Columbia) and at least eight municipal jurisdictions, has library resources unequalled anywhere for size and organizational and structural complexity. On the other hand, little has been done to achieve to any significant extent the purpose stated in Sec. 302 (a) of the Library Services and Construction Act. As the largest centrally located public library in the area, and directed by law to provide full services for the residents of other jurisdictions, the District of Columbia Public Library feels especially strongly the need for the establishment and operation of a network of libraries working together to achieve maximum effective use of funds in providing services to library users. Public, school, college-university, and other libraries and information centers are to be included in an effective interlibrary program which is to service the metropolitan area (a multistate area).

The goals for the five year period ending in Fiscal Year 1977 are set modestly, in view of the obvious difficulties of achieving fully establishment and operations of such a network.

The goals include (a) preliminary studies; (b) consultations among libraries and jurisdictions involved; (c) formulations of

operative plans; and (d) establishment of appropriate programs of cooperation on a relatively limited scale. These goals are to be attained through a steady process of study and consultation, to culminate in a number of experimental operative programs in the last two or three years of the five-year plan.

The overall goal of the program under Title III is to achieve a wider and more effective coordination of library programs among all kinds of libraries in the District of Columbia itself and in the surrounding metropolitan area.

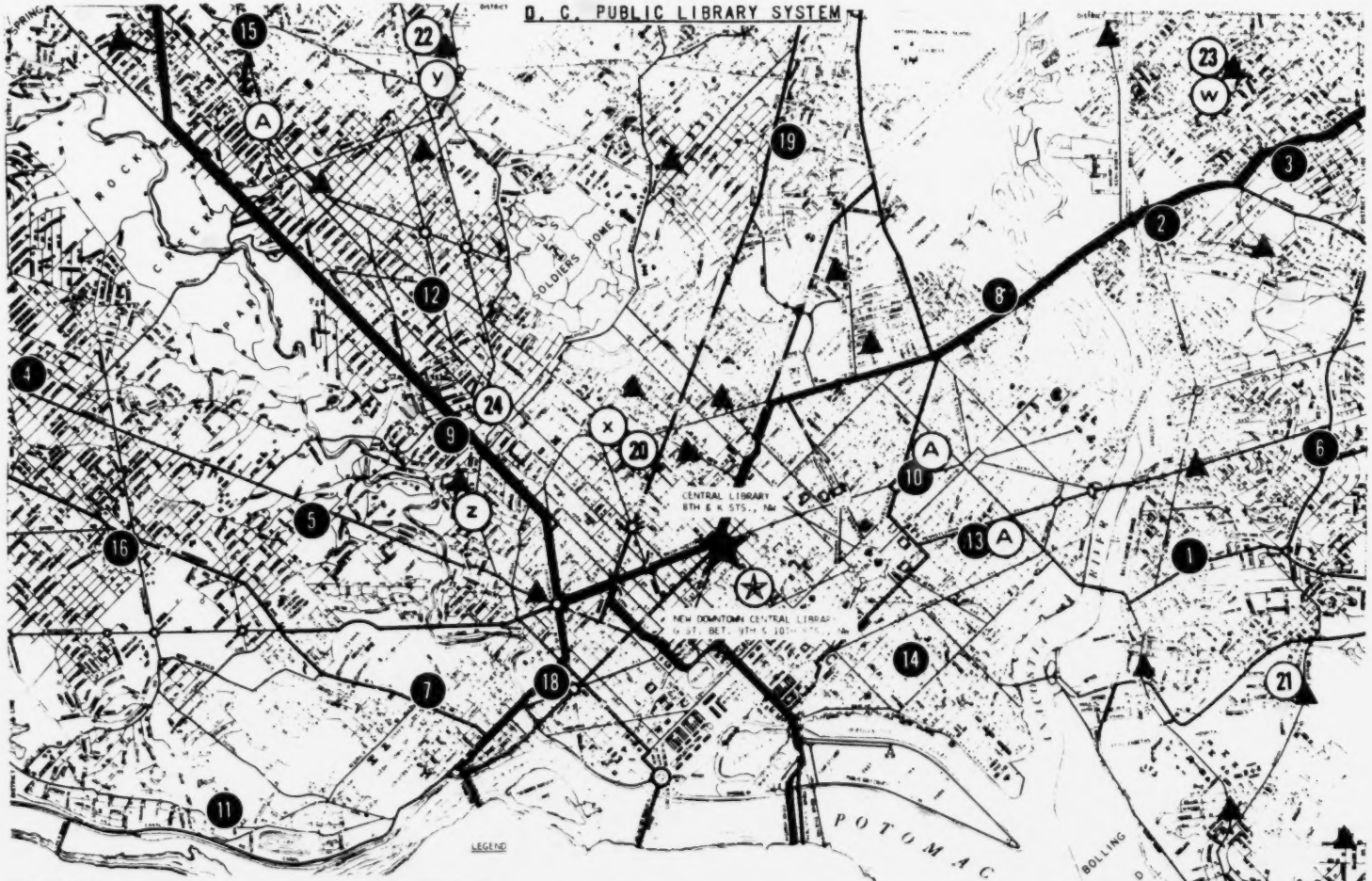
Within this general goal, objectives to achieve include increased coordination between the libraries within the school systems and the public library agencies in the District of Columbia; coordination of the District of Columbia Public Library activities and services with those of the academic libraries consortium as well as with those of special libraries in the area; and finally, further coordination of the inter-library loan procedure between the District of Columbia Public Library and the public libraries of adjacent jurisdictions, i.e., the public libraries in the adjacent counties of Maryland and Virginia.

The basic criteria in conducting the Title III program are the following: (a) Coordination must take place between at least two different kinds of libraries. (b) Interjurisdictional coordination should be limited to all members of the Libraries Technical Committee of the metropolitan Council of Governments,

with funding to be shared by all participating members.

Finally, procedures are to include establishing staff positions with the responsibility to undertake coordination of library activities of the District of Columbia Public Library with those of other libraries in the area, measures to encourage development of joint programs to further library service, and also measures to promote further development of the Metropolitan Area Interlibrary Loan Service (MAILS).

D. C. PUBLIC LIBRARY SYSTEM



LEGEND

EXISTING BRANCHES

1.	ANACOSTIA	GOOD HOPE ROAD & 18TH ST., SE
2.	BENNING	BENNING ROAD NR. MINNESOTA AVE., NE
3.	CAPITOL VIEW	CENTRAL AVE. & 50TH ST., SE
4.	CHEVY CHASE	CONNECTICUT AVE. NR. MCKINLEY ST., NW
5.	CLEVELAND PARK	CONNECTICUT AVE. & MACOMB ST., NW
6.	FORT DAVIS	ALABAMA AVE. & 37TH ST., SE
7.	GEORGETOWN	WISCONSIN AVE. & R ST., NW
8.	LANGSTON	701 - 24TH ST., NE
9.	MT. PLEASANT	16TH & LAMONT STS, NW
10.	NORTHEAST	MARYLAND AVE. & 7TH ST., NE
11.	PALISADES	49TH & V STS., NW
12.	PETWORTH	GEORGIA AVE. & UPSHUR ST., NW
13.	SOUTHEAST	7TH & D STS., SE
14.	SOUTHWEST	WESLEY PLACE & K ST., SW
15.	TAKOMA PARK	5TH & CEDAR STS., NW
16.	TENLEY-FRIENDSHIP	WISCONSIN AVE. & ALBEMARLE ST., NW
17.	WASHINGTON HIGHLANDS	ATLANTIC ST. & SO. CAP. TERR., SW
18.	WEST END	24TH & L STS., NW
19.	WOODRIDGE	RHODE ISLAND AVE. & 18TH ST., NE

PROPOSED NEW BRANCHES

20.	NORTHWEST (MIDTOWN)	7TH & S STS., NW
21.	PARKLANDS (CONGRESS HEIGHTS)	VICINITY OF ALABAMA AVE. & STANTON ROAD, SE
22.	CHILLUM (LAMOND-RIGGS)	RIGGS ROAD & CHILLUM PLACE, NE
23.	DEANEWOOD (FAR NORTHEAST)	VICINITY OF GRANT ST. & DIVISION AVE., NE
24.	COLUMBIA HEIGHTS	VICINITY OF 14TH & IRVING STS., NW

PROPOSED BRANCH REPLACEMENTS

10-A	NORTHEAST	8TH & H STS., NE
13-A	SOUTHEAST	7TH & D STS., SE
15-A	TAKOMA PARK	GEORGIA AVE. & PINEY BRANCH ROAD, NW

PROPOSED SATELLITE BRANCHES

W	DEANEWOOD (FAR NORTHEAST) AREA	VICINITY OF GRANT ST. & DIVISION AVE., NE
X	NORTHWEST (MIDTOWN) AREA	7TH & S STS., NW
Y	CHILLUM (LAMOND-RIGGS) AREA	RIGGS ROAD & CHILLUM PLACE, NE
Z	ADAMS-MORGAN AREA	VICINITY OF 18TH & COLUMBIA ROAD, NW

▲ BOOKMOBILE STOPS

1970 POVERTY AREAS

IN THE

DISTRICT OF COLUMBIA

Prepared By:
Division of Program Planning & Development
Office of Planning & Management
Department of Human Resources

April 1971

WASHINGTON, D. C. - Final Tract Listing

1970 Poverty Area by Neighborhood

1. Far East

77.1
77.3
77.4
77.5
78.1
78.3
78.4
78.5
78.6

2. Anacostia

74.1
74.2
74.3
75

3. Congress Heights

73.2
73.4
73.5
73.6

4. Near South

64
67
68
69
70
71
72

1970 Poverty Area by Neighborhood

5. Near Northeast

79
80
81
83
84
85
86
87
88.1
88.2
89
91

6. South Cardozo

42
43
44
45
46
47
48
49
50
51
52.1
58
59

1970 Poverty Area by Neighborhood

7. North Cardozo

24
27
28
29
30
31
32
33
34
35
36
37
38

Areas designated as poverty in the District of Columbia and the methods used for determining such areas:

> In 1966, the Bureau of the Census, at the request of the Office of Economic Opportunity delineated "poverty areas" within major metropolitan areas. Poverty areas were defined as those census tracts which fell in the lowest quartile of a composite index of five poverty-linked characteristics 1/ in 1960 in Standard Metropolitan Statistical Areas of 250,000 population or more.
>
> Of the 125 census tracts in the District of Columbia, 59 (or 47 percent) are in poverty areas. By this definition, almost half (46 percent) of the population of the District lived in poverty tracts in 1960 2/.

A follow-up study was conducted by the U.S. Census Bureau in conjunction with the UPO and the D.C. Demographic Office, Office of Budget and Executive Management in 1969. The results indicate that the D.C. poverty area has grown since 1960 as indicated by a spreading out of the poverty area from the core noted in 1966. The Census Bureau established the cutting point between poverty and non-poverty tracts in 1969 at 50 percent. The 1960 poverty area was between a 40% and 50% cut.

1/ Mollie Orshansky's Five Criteria of poverty:

(1) Percent of families with money incomes under $3,000 in 1959;

(2) Percent of children under 18 years old not living with both parents;

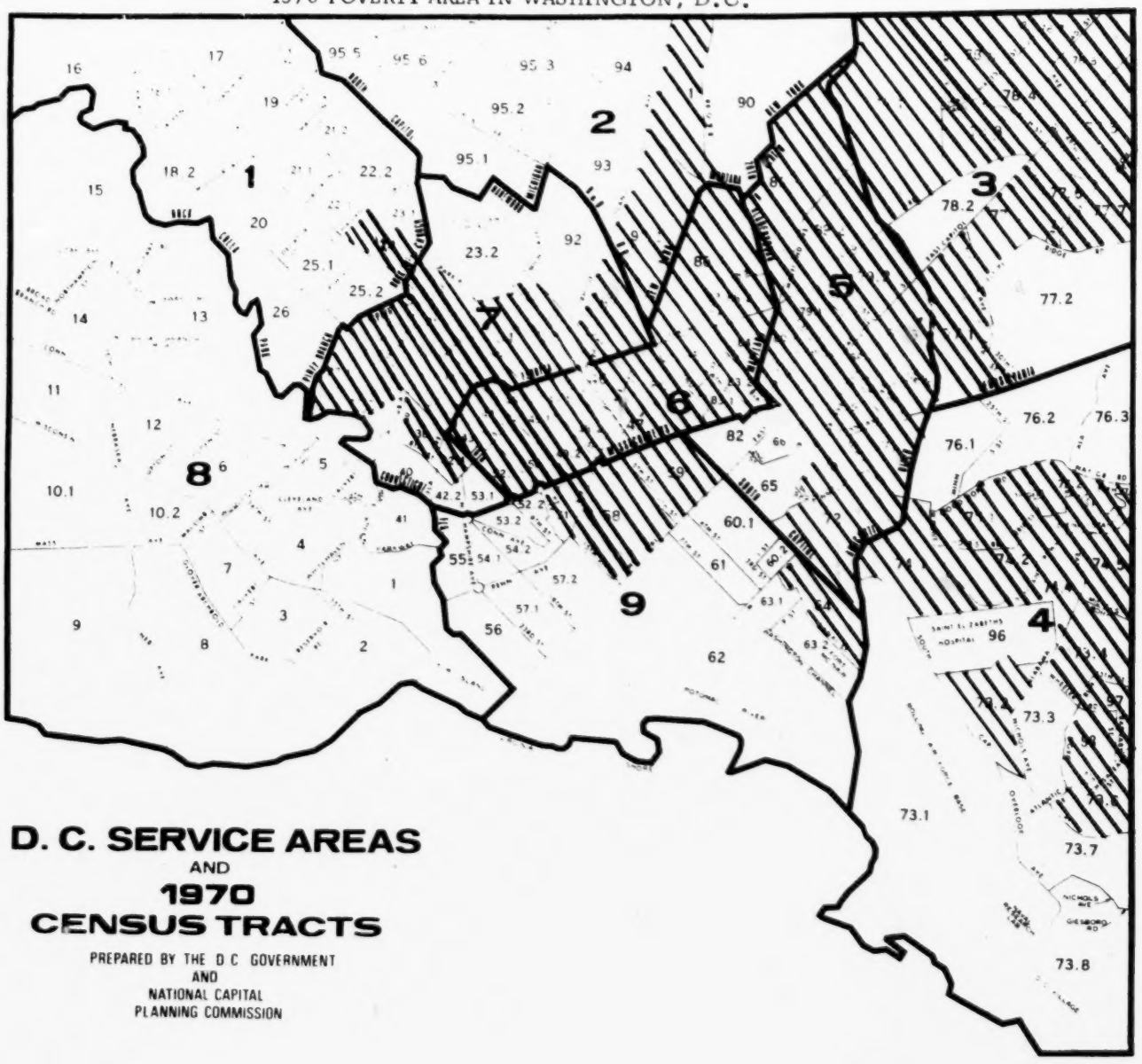
(3) Percent of males 25 years old and over with less than 8 years of school completed;

(4) Percent of unskilled males (laborers and service workers) in the employed, civilian labor force;

(5) Percent of housing units dilapidated or lacking some or all plumbing facilities.

2/ Statistical Notes, December 1966, D.C. Department of Public Health.

1970 POVERTY AREA IN WASHINGTON, D.C.



D. C. SERVICE AREAS
AND
1970
CENSUS TRACTS

PREPARED BY THE D C GOVERNMENT
AND
NATIONAL CAPITAL
PLANNING COMMISSION

D.C. Public Library
Washington, D.C.

Administrative Order #228 (72-9)
February 29, 1972

COMMUNITY INFORMATION AND REFERRAL SERVICE

There is hereby established the Community Information and Referral Service, to be operative at the Central Library (Washingtoniana Division) and at all branches and Model Cities community (storefront) libraries. This will give formal recognition and a new emphasis to a service which has been performed increasingly, although informally, for some time, at various public service agencies.

Philosophy and Goals

The need for one-stop community information and referral services in a more and more complex urban society is widely acknowledged. Although in some cities it appears that libraries are being by-passed and that the information and referral function is being assumed by anti-poverty agencies, voluntary groups, and "hot-line"-type telephone referral services, many public librarians recognize that this is the kind of service which they--as specialists in information service--are particularly qualified to offer and develop.

Many governmental and voluntary agencies have information components to acquaint the public with their particular services, but for them the information function is an auxiliary part of their operation. The library, on the other hand, is by its nature an information center. And one of the main functions of the public library network should be to provide reliable information to the public in important practical areas of urban life (e.g., employment opportunities, emergency assistance resources, housing matters, legal aid, health problems, consumer protection, etc.).

The modern urban public library, according to this concept, is to provide a city-wide network of urban information centers, backed by adequate data banks, with a nerve center at the Central Library.

The Community Information and Referral Service will make the Central Library and every branch of the D.C. Public Library a clearinghouse for important community information and referral center to direct toward services available. A much larger segment of the public would be served by the Library if people could be made to think of libraries first whenever they want information. The information and referral service would especially benefit the disadvantaged, socio-economically and culturally deprived, and the handicapped, as well as the general user of the Library. In this sense, the service is a direct reflection of the Library's role as an agency of desirable social change. Its effectiveness will depend on a clear understanding of the informational needs of the particular community or neighborhood. A citizen should be able to come to the Library to find out what services the city offers in his area; what privately sponsored services are available, and which community organizations are active and what they do. He should be able

(OVER)

to find out what plans the city has for his neighborhood and when public hearings are to be held. Through the Public Library citizens should have access to information that can be used both for meeting their individual needs and for planning and organizing group efforts. On the other hand, city officials should become accustomed to using the Library agencies in communicating with citizens.

Guiding Principles

Whereas much of the Library's work is the provision of materials to the public, the Community Information and Referral Service's function will be to provide information (in person or by telephone), from whatever source it can be obtained. It must furnish a specific answer to a question, not a book or other material where the inquirer must look for the answer himself.

In this respect, a distinguishing feature of the Community Information and Referral Service is a concern for the user's need and a commitment to him. It is all based on direct and personal contact. It may, for instance, not suffice to "give" a person information he asked for; additional effort may be necessary to make sure he's understood it, and all the practical steps it may involve. Similarly, it may not be enough to give somebody an address or a telephone number; it may be necessary to make the call for him, maybe even follow it up to make sure that the referral actually "works."

The Community Information and Referral Service will provide information but not advice. The staff providing Community Information and Referral Service will have to make a clear distinction between information and referral (including effective "directions" based on verifiable fact), and advice which, generally, they are not qualified to provide, and therefore should not provide. Referrals will be made, wherever necessary, to government agencies providing service needed, and to non-governmental organizations and agencies that can be of help, including appropriate professional groups.

When the information needed cannot be provided directly by the Library, inquirers should be referred to other sources of information (within the community, or within municipal government, etc.), or--if indicated--answers should be obtained for the inquirer from such sources of information.

The Community Information and Referral Service has a dual responsibility: provision of city-wide information about the whole District of Columbia (and in some cases the metropolitan area) on the one hand, and provision of local neighborhood information on the other.

It is normal to expect that the Community Information and Referral Service in a Model Cities community (storefront) library will rely on larger resources in a nearby branch. The branches, on their part, may have to draw on the resources of the Central Library.

At or near Information Desk: SAC binders, directories and other reference books, and neighborhood resources card file

In D.C. section of vertical file: Brochures and pamphlets

On table or display rack near entrance: Material for free public distribution

On wall near entrance: Bulletin Boards

Philip J. Stone
Acting Coordinator,
Adult Service

D.C. Public Library
Washington, D.C.

Procedural Order, CAS #44
March 1, 1972

COMMUNITY INFORMATION AND REFERRAL SERVICE

Locations

The Community Information and Referral Service (hereinafter referred to as "CIRS") will be operative at the following locations:

Central Library - Washingtoniana Division
(In the new Martin Luther King Memorial Library the main collection of materials will be housed in the Washingtoniana Division and a service point maintained here for telephone calls and the more extensive inquiries made in person. A service point will be maintained at the Information Desk on the first floor for most inquiries made in person.)

All branches

All Model Cities community (storefront) libraries (except Sursum Corda, which is a children's library)

Subject Scope

Practical concerns of urban life

Consumer protection
Directional information (transportation routes, buildings, sightseeing points, etc.)
Educational opportunities
Emergency assistance and crisis information
Employment opportunities
Environmental protection
Housing problems
Legal aid
Voting

Municipal government

Laws and regulations affecting citizens
Plans of public agencies affecting citizens
Services available to citizens

Private community organizations and institutions (services and programs)

Civic and political
Cultural
Educational
Health
Recreational
Religious
Welfare
Youth

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Events

Civic Cultural Recreational

Other areas may be added as needed and the emphasis always will be based on needs of the particular community.

Types of Materials

Binders containing information furnished by the Service Area Committees (SAC)--minutes and descriptions of services of municipal agencies and community organizations

Brochures and pamphlets about the city, the neighborhood, and community organizations and institutions

Bulletin boards, with space for announcements of public meetings, listings of D.C. Government job vacancies, and (except at Central) personal announcements on 3 x 5 cards

Cards files listing names, addresses, and telephone numbers of neighborhood organizations and institutions, emergency facilities (nearest physician, poison control center, etc.) (At Central the scope will go beyond the neighborhood.)

Directories and referral manuals, legal codes, and other appropriate reference books about the city

Informational materials for free public distribution

Staff Responsibility

Staff responsibilities for the functioning of CIRS are set forth in Administrative Order #228, dated February 29, 1972.

Staff operating CIRS at agencies are encouraged to initiate orders for appropriate materials and forward to the Assistant Coordinator of Adult Service assigned to CIRS, as well as to collect free materials which can be distributed to other agencies. They are also urged to discover and share information which may be useful beyond the agency's neighborhood, using the coordinating facilities of the Adult Service Office.

Location of Materials in Agencies

This is left to the discretion of the staff responsible for CIRS at the agency level. However, the following arrangement is suggested for branches:

The Service Area Committees are to be a constant source of direction and practical guidance for the activities of the Community Information and Referral Service. So are the community civic organizations and neighborhood groups, surveys of community needs and interests, and the concerns of the actual and potential users of the particular agency.

Subject Scope

The Community Information and Referral Service will aim to provide information and referral in the following broad areas: practical concerns of urban life (emergency assistance, directional information, educational opportunities, employment opportunities, voting information, etc.); municipal government; community organizations and institutions; and events (cultural, recreational, and civic). This scope may be expanded as needs develop.

Operational Responsibility

At the Central Library, the Central Librarian (as line officer-overall supervisor) and the Chief of the Washingtoniana Division (as operative supervisor) will be responsible for the Community Information and Referral Service. The Chief of the Washingtoniana Division will assign a member of the Division's professional staff to take charge of operations, including preparation and maintenance of a card file of community information resources.

At the branch library, the Branch Librarian (as operative supervisor) will be responsible for the Community Information and Referral Service; he may assign a member of the staff to take charge of operation, including preparation and maintenance of a card file of neighborhood information resources.

Within the DCPL Model Cities program of library service, the Coordinator of the DCPL Model Cities program (as operative supervisor) will be responsible for the Community Information and Referral Service. The Community (Storefront) Librarian is responsible for the functioning of the Community Information and Referral Service in each community (storefront) library in the Model Cities program, including preparation and maintenance of a card file of neighborhood information resources.

Coordinating (Staff) Responsibilities

As distinct from line administration, the Coordinator of Adult Service will have overall responsibility for development and improvement of the Community Information and Referral Service in the system. He will assign an Assistant Coordinator of Adult Service to coordinate the Community Information and Referral Service, to help public service staff by identifying, acquiring, and distributing sources of information needed for the Service, and to assist with staff development in this area. The Coordinator of Community Library Services will, on his part, also cooperate in locating and distributing information sources; he and his staff will provide materials for Service Area Committee binders, bulletin

(OVER)

boards, and free public distribution. All these staff officers will provide guidance and direction in planning, installing, developing, improving and expanding Community Information and Referral Services.

The Coordinator of Adult Service will issue guidelines covering detailed procedures in implementing this administrative order.

Joe Y. Lee
Acting Director